The album of the year from the band of the year. . .

RADIOHEAD

OK COMPUTER

'Best Album '97' Q Awards
'Album of the Year' Select
'Band of the Year' Select
'Album of the Year' Vox
'Album Of The Year' Daily Telegraph
'Album Of The Year' The Guardian

MARKETING UPDATE '98

No Surprises - Released 12.1.98

CD1 / TAPE

- No Surprises
- Palo Alto
- How I Made My Millions

CD2

- No Surprises
- Airbag (Live)
- Lucky (Live)

All formats feature previously unreleased tracks

Campaign

- Already receiving excellent support from radio.
  No Surprises B List Radio 1, 6 weeks pre-release

A LIST NOW!

- The single will be backed by a high profile advertising campaign consisting of national and music press advertising, street posters and instore p.o.s.

Album Campaign - starts w/c 19th January

- National 3 week TV campaign comprising 30" spots from 19th Jan
- National radio advertising campaign
- Outdoor poster sites
- Window and instore display campaigns
- Press advertising in music and style press

Parlophone